

**MARLBORO EVENTS  
RELATIVE PERFORMANCE -- VAN PROGRAM**

**1994**

<u>EVENT</u>	<u>COST</u>	<u>NET QUALIFIED NAMES GENERATED</u>			<u>COST PER NAME</u>		
		<u>Total</u>	<u>YAS</u>	<u>New</u>	<u>Total</u>	<u>YAS</u>	<u>New</u>
VANS	\$29.5MM	1,847,353	286,804	939,266	\$15.96	\$102.86	\$31.41
BARS	\$ 7.0MM	573,876	121,640	366,010	\$12.20	\$ 57.55	\$19.13
RACING	\$ 1.4MM*	161,143	27,350	87,237	\$ 8.69	\$ 51.19	\$16.04
COMMUNITY	\$ 1.6MM	102,274	15,451	57,304	\$15.64	\$103.55	\$27.92
TOTAL	\$39.5MM	2,684,646	451,245	1,449,817	\$14.71	\$ 87.54	\$27.25

\* Costs allocated to name generation only. Does not include all racing costs (eg: cars, drivers...). Total program cost is approximately \$26MM.

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